

## STRATEGIC AMERICA POTENTIAL HOMEOWNER SURVEY SWEEPSTAKES OFFICIAL RULES

**NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. NEED NOT BE PRESENT TO WIN.**

**Open to legal residents of Iowa.** The Sweepstakes Period begins at 12:00:01 am CDT on April 27th, 2011, the Sweepstakes Period ends at 11:59:59 pm CDT on May 15, 2011. The Sponsor of the Sweepstakes is Strategic America (SA). By participating, entrants agree to these Official Rules and the decisions of the Sponsor, which are final and binding in all matters relating to the Sweepstakes.

**1. How to Enter:** Entrants must submit a valid Sweepstakes entry by visiting the entry page at <http://www.surveymonkey.com/s/IFAhome> and completing the online survey during the applicable Sweepstakes Period. To be eligible to win, an entrant will be required to complete a survey and provide the entrant's email address and telephone number. The entrant's responses to the survey will not affect the ability to participate or win. Limit one (1) entry per person. Automated means of entry and use of third party websites to enter are prohibited. All other attempts at entry are void.

**2. Winner Selection:** A random drawing will be held on or around May 30, 2011, from among all eligible entries received for the applicable Sweepstakes Period. The sponsor's decisions are final and binding. The potential prize winner will be notified by email or phone within thirty (30) days of the applicable drawing date and will be required to sign and return an Affidavit of Eligibility/Liability and Publicity Release (where permitted) within 14 days thereafter. Noncompliance within the specified time period for return of the Affidavit and Release, or the return of any prize or prize notification as undeliverable may result in forfeiture of prize. All income taxes on prizes are winners' responsibility.

**3. Prize:** One (1) iPad®2 will be given away to one winning entrant. Apple Inc. is not a participant in or sponsor of this promotion. "iPad2" is a registered trademark of Apple Inc.

**4. Odds:** The estimated odds of winning a prize are 1 in 125,000.

**5. Prize Restrictions:** No cash redemptions. No transfer of prize permitted. No substitutions. All costs not specifically stated herein as being awarded are the responsibility of the winner. Winner must take delivery of the Grand Prize within thirty (30) days of notification that he/she has been selected.

**6. Eligibility:** Open to legal residents Iowa who are 18 years of age or older. Not open to employees of the Iowa Finance Authority, Strategic America or any of their respective affiliates or immediate family members (i.e., spouse, children, siblings, parents, and individuals residing in the same household). Void where prohibited by law.

**7. Data Collection:** In addition to the survey results, Strategic America will be collecting personal data about participants when they enter the Sweepstakes. Personal data includes: name, address, city, state, zip code, county of residence, e-mail address, age, and telephone number. Strategic America will not sell your contact information. Survey results will be used for strategy development of future Iowa Finance Authority marketing materials.

**8. Limitation of Liability:** Strategic America, the Iowa Finance Authority and the judging organization are not responsible for any printing or typographical errors in any Sweepstakes-related materials. Strategic America and the Iowa Finance Authority assume no responsibility for any technical problems in conjunction with transmission or receipt of any entry, including faulty electronic data transmission, traffic congestion on the Internet or on the website, hardware or software problems, equipment failure or malfunction, or other on-line communications problems. Use of the Website is at user's own risk. Strategic America and the Iowa Finance Authority are not responsible for any damage or losses of any kind that may be sustained by user's or any other person's computer resulting from participation in the Sweepstakes, use of the Website, or the download of any information from the Website. Strategic America reserves the right to cancel, suspend or modify the Sweepstakes if fraud or technical failures compromise the integrity of the Sweepstakes as determined by Strategic America at its sole discretion. In the event the Sweepstakes is cancelled, all prizes will be awarded in a random drawing from eligible, non-suspect entries received as of the time of cancellation. By participating in this Sweepstakes and accepting a prize, winner agrees that Strategic America and the Iowa Finance Authority, its subsidiaries, affiliates, agents, media partners and promotion agencies shall not be liable for any loss, damages, rights, claims, and actions of any kind in connection with the Sweepstakes or resulting from the winner's Sweepstakes participation, acceptance, possession, use, or misuse, of any prize, including without limitation, personal injury, death, and property damage, and claims based on publicity rights, privacy or defamation. Strategic America reserves the right, at its sole discretion, to disqualify any individual who tampers with the entry process. Should multiple users of the same e-mail account enter the Sweepstakes and a dispute thereafter arises regarding the identity of the entrant, the authorized subscriber of said e-mail account at the time of entry will be considered the entrant. "Authorized account subscriber" is defined as the primary person who is assigned an e-mail address by an Internet access provider, on-line service provider or other organization which is responsible for assigning e-mail addresses or the domain associated with the submitted e-mail address.

**9. Arbitration/Choice of Law:** Entrants agree that (a) any and all disputes, claims, and causes of action arising out of or connected with the Sweepstakes, or any prize awarded, or the determination of the winner shall be resolved individually, without resort to any form of class action, and exclusively by arbitration pursuant to the Rules of the American Arbitration Association, then effective; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Sweepstakes but in no event attorney's fees; and (c) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for

actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant, and Strategic America in connection with the Sweepstakes shall be governed by the laws of the State of Iowa, without regard to conflicts of law principles or rules, and all proceedings shall take place in Des Moines, Iowa.

**10. Sponsor: Strategic America, 6600 Westown Parkway, Suite 100, West Des Moines, IA, 50266.**